

Westminster College Bulletin

Series 23

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No. 1

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Corporate title: "Board of Trustees of Westminster College."

Form of bequest: I give and bequeath to the Board of Trustees of Westminster College at Fulton, Missouri, for the use and benefit of said College

Not a dollar given to Westminster can ever be taxed. Why? For information regarding gifts, annuities, endowments, etc., for Westminster, address Dr. E. E. Reed, President of Westminster College, Fulton, Missouri. All checks should be drawn to order of Westminster College, Fulton, Mo.

Westminster College

FULTON, CALLAWAY COUNTY, MISSOURI

Owned and controlled by the Presbyterians of Missouri jointly through the Synods, U. S. and U. S. A., electing the board of trustees.

NO NEW CAMPAIGN.

When the time expired August 31, 1922, for meeting the conditions in connection with the large subscriptions of the two New York Boards and we made our showing to these Boards, it was found that we would need \$125,000 more to meet all their conditions. They said that they thought we had done well in view of all the circumstances. So they were willing very kindly to extend our time limit to October 31, 1923.

As Missouri Valley College had the right-of-way immediately following our campaign, it was not possible to begin work again during the time allotted to that college. We began our task again September 1. Since that date we have received subscriptions and assurances of others amounting in all to practically \$50,000. Therefore, \$75,000 additional must be secured before the end of this month. This is our last chance. We can expect no more extension of time.

HOW THE CAMPAIGN ORIGINATED.

The Rockefeller Foundation, which gave the college \$75,000 in our first campaign, five years ago, later offered the institution \$100,000. Then the Presbyterian College Board, of New York City, and certain individuals subscribed nearly \$100,000 more. The conditions of these subscriptions require the securing of \$300,000 additional, or a total of \$500,000.

TEMPORARY AID WILL CEASE.

Believing we would succeed with our campaign, the Rockefeller Foundation has given us in the last four years \$23,500 on our current expenses (this is in addition to their \$100,000 pledge). They refuse to continue this aid beyond this year,

and furthermore, they will not give us the \$100,000 conditionally pledged unless we put our campaign over by October 31, nor will we secure the other conditional pledges amounting to nearly \$100,000.

WHAT WILL HAPPEN?

In common with all lines of activity, our running expenses have greatly increased in the past few years. For example, coal is costing us just twice as much as seven years ago, and other necessary expenses are in like proportion. Failure of this campaign will necessitate retrenchment. Salaries of professors will necessarily be cut, because bills for coal and other commodities must be paid. Reduction of salaries will mean losing most of the present faculty and employing others of less ability. This, in turn, will mean lowering the standards of the institution, with a consequent loss of prestige and loss of students.

OUR PROGRESS IN PERIL.

Five years ago Westminster College had 79 students in the College Department, aside from the Academy, which was eliminated at the close of that year. Today we have 227 students, all doing strictly college work. The total enrollment for the year will be larger still. The growth has been due largely to our financial progress. A half million dollar campaign, completed five years ago, brought the institution two more excellent buildings, additional equipment and an increase in its productive endowment. This, together with the building up of our faculty by means of the temporary aid of the Rockefeller Board, has led to the rapid increase in attendance. If the temporary aid ceases and we fail to secure their pledge for endowment, and the other pledges necessary thereto, retrenchment must be inevitable.

SCRAPS OF PAPER.

If you had \$200,000 in checks in your hands with the privilege of cashing these checks, provided you should meet certain conditions, how much effort would you put forth to meet these requirements, rather than to have these checks become mere scraps of paper? Pledges for nearly \$200,000 are in our vault, made payable to Westminster College on condition that we secure pledges for \$125,000 more. A part of this is now subscribed. If the conditions are met, it will mean \$325,000 to Westminster College. The amount at stake for the college, therefore, is really \$325,000 instead of \$200,000.

ANOTHER NEW BUILDING.

Another much-needed building for Westminster—that's what this campaign means, if it is put across. We have been saying much about the danger of losing \$200,000 conditionally sub-

scribed. A part of this, it ought to be said, is subscribed on the condition that we secure enough to build the gymnasium. Westminster College is the only college in the Missouri College Union that has no gymnasium. This building is planned to be the largest building on the campus. It will make provision for every student to take this "course." To be in good physical trim for one's studies is a most important condition to alert mental training. Likewise, to come through college with a strong and vigorous physique is most essential to entering successfully into the race of life.

BE SURE YOU GET THIS.

Everyone—that means you—can subscribe, even though the amount be small. In our 1918 campaign we had over 4,700 subscriptions. Some of them were small. What you may be able to give each year for five years may be small, but it will count at once for five times that amount on our total subscription if made on our regular four-year, five-payment pledge.

Some large subscriptions must be made. Such campaigns require subscriptions of all sizes. More than half of the amount raised in our campaign five years ago came from 85 contributors, each of whose subscription amounted to \$1,000 or more.

Many generous givers. The readiness with which many are making a second and others a third or even a fourth subscription, to help bind the large conditional pledges, is most remarkable and likewise most encouraging.

If all who are thinking about making good strong subscriptions would do so at once, it would do much towards making this final drive a success.

We can not see you all, as the time is too short. We must depend on you who read this Bulletin to realize the crisis and to do your best to help us reach the goal. Won't you kindly send in your pledge *by return mail*?

All on our mailing list continue to receive our communications, even though they may have subscribed several times. After giving thus we believe such will be even more anxious than ever to see how the campaign is coming, and to keep watch of the efforts we are putting forth to make it a success.



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"Oh, you will succeed." This is what some say, partly through good will and partly as an excuse for their not giving. This is a most dangerous attitude—confidence that inspires to double effort is half the battle, but confidence that leads to inaction is fraught with defeat. We failed a year ago because too many thought others would make up the amount without their help. Many have already made self-sacrificing subscriptions. Many more of the same kind are needed to save this \$200,000 conditionally subscribed.

Westminster College is worth it. The service she has rendered and the progress she is making prove it. She must not lose this \$200,000. So will you not fill out this pledge for your very best and forward it to us at once? *Thank you.*

Fill out and send in at once

WESTMINSTER COLLEGE \$500,000 CAMPAIGN FULTON, MISSOURI

In consideration of the fact that the Board of Trustees of Westminster College, Fulton, Missouri, is conducting a campaign endeavoring to secure Five Hundred Thousand Dollars (towards which large conditional subscriptions have been made), and in consideration of other pledges for the same purpose, I promise to pay to the Board of Trustees of Westminster College, Fulton, Missouri, the sum of.....

..... Dollars,
payable as follows:

Twenty per cent on or before thirty days from date; the balance to be paid in four equal annual payments beginning one year from date. The subscription shall not bear interest. (Dates of payment may be changed.)

City

Street or R. F. D.

Church

Name

Date 192.....

President E. E. Reed covets an opportunity for an interview regarding large gifts for special purposes.